DOCUMENT RESUME

ED 397 860 JC 960 429

AUTHOR	Kirk, Henry P.
TITLE	Centralia 21st Century Visioning Project, 1994-1996. Final Report.
INSTITUTION	Centralia Coll., WA.
PUB DATE	96
NOTE	58p.
PUB TYPE	Reports - Descriptive (141) -- Tests/Evaluation Instruments (160)
EDRS PRICE	MF01/PC03 Plus Postage.
DESCRIPTORS	*Citizen Participation; *Community Attitudes; Community Colleges; *Community Development; *Community Involvement; Community Planning; Community Surveys; *Employer Attitudes; Needs Assessment; Neighborhood Improvement; Two Year Colleges; Urban Improvement; *Urban Planning
IDENTIFIERS	*Washington (Centralia)

ABSTRACT

The Centralia 21st Century Visioning Project was undertaken by the city of Centralia, in Washington, and Centralia College to determine a vision for the city for the next century based on citizen and business input. In summer 1994, the college conducted a survey of 185 businesses from the city's downtown core to gather retailers' perceptions on doing business in Centralia and suggestions for improvement. Receiving 158 responses, the business survey indicated that highest priority was given to improving the appearance of public, business, and residential sectors to attract customers, visitors, and new residents/businesses to the area. In addition, surveys were distributed to approximately 700 city residents in fall 1995 asking them to rate city services. This survey, receiving 348 completed responses, revealed that residents priorities included attractive buildings, a broad range of recreational programs, accessible transportation, broadening the economic base, and improved shopping facilities. Finally, in April 1996 the college held two public meetings, attracting approximately 75 participants, to review findings from the surveys and determine city values and noteworthy characteristics, highlighting the city's central location in the Northwest and its heritage and history. The city's Vision Statement, developed in the project, is included. Appendixes provide a discussion of results from the business survey and a discussion of results and the survey instrument from the citizen survey. (TGI)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED 397 860

CENTRALIA
21st CENTURY
VISIONING PROJECT

1994–1996
FINAL REPORT

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it.

☒ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL HAS BEEN GRANTED BY

S. Ward

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

JC 960 429

BEST COPY AVAILABLE

ON VISION . . .

Everything that we see around us was created twice.

Once in the minds of its creators, and once in actual fact.

All great human projects and products are the result of creative imagination, vision, planning, and implementation.

The importance of vision in this process cannot be overstated.

What we can envision we can achieve.

. . . Henry P. Kirk

Table of Contents

		Page
1.	City of Centralia: Vision Statement for the 21st Century	1
2.	Report on Public Meetings on Centralia's Future	3
3.	The Public Planning Process, 1994-1996	6
4.	Appendix	7
	A. The Centralia Business Survey – Summer, 1994	
	B. The Centralia Community Survey – Fall, 1995	
	C. Newspaper articles and related materials	

City of Centralia

VISION STATEMENT FOR THE 21st CENTURY

Picture Centralia on the cover of Newsweek magazine in the year 2020. The city has just been named the most desirable city to live in and visit in the USA! It is a model community. A place so attractive that it is the envy of other towns in the Pacific Northwest.

Downtown Centralia has become a magnet for antique buffs and bargain hunters. Second-generation outlet malls boast exceptional prices on quality merchandise. The community is safe and retains its small-town friendliness.

The economy of Centralia is thriving. The clean industries and manufacturing companies which the Port of Centralia attracted back in the 1990s provided living wage jobs for many community members. The Chamber of Commerce has assisted businesses in the area to expand and attract eager customers.

Centralia's rich, turn of the previous century architecture has been beautifully preserved, and the historic train station welcomes high speed trains arriving every 10 minutes from Portland and Seattle. All roads in the Pacific Northwest do lead to Centralia, the region's most famous, historic Main Street community.

The vision for Centralia in the 21st Century includes many images:

- Safety for citizens and visitors.
- Top quality educational programs.
- Well-maintained streets and public areas.
- Economic prosperity.
- Excellent health care.
- Civic pride and responsibility.
- Attractive buildings - business/residential
- Broad range of recreational programs/facilities
- Accessible transportation
- Broad economic base
- Centralia seen as a destination for shoppers

The city's centerpiece is a revitalized, lively downtown, bustling with shoppers of all ages. The city's beautiful parks have been enhanced to serve the recreational needs of residents and visitors alike. The streets and thoroughfares are well maintained, and traffic flows smoothly throughout the city and into the suburbs. The third lane added to I-5 north- and southbound has helped move interstate traffic through the area.

Visitors to the community are struck by the attractive business buildings and residential areas of the city. There is a broad range of recreational programs and facilities. Centralia boasts outstanding civic and cultural offerings, which include music, art, theater, dance, and other means of creative expression which are offered at the Civic Center.

Achievements of students enrolled in the Centralia School District have far surpassed state norms and CSD now ranks in the top school districts in all Washington State. Centralia College has gained distinction as the state's leading comprehensive community college, with branch campuses serving students in Tenino, East County and Toledo.

Through the timely actions of the Flood Action Council a three-pronged flood mitigation proposal was approved by the voters and implemented, which virtually eliminated serious flood threats from the area. Through the creative application of technology the Centralia mine and steam plant have continued to serve as the backbone of the local economy, complimented by new industries which have moved to the area.

As a result of the public planning process and the development of the Comprehensive Plan for Centralia back in the late 1990s, the city has grown in a steady, orderly fashion. New and old residential neighborhoods and commercial districts are linked by pedestrian walkways, bike trails, trees, flowers and conveniences for strollers. Civic pride and responsibility are evident, and accountable community leaders respect citizen values and views. Centralia is simply a wonderful place in which to live, shop or conduct business.

Report on Public Meetings on Centralia's Future

On April 25, 1996, two public meetings were held at Centralia College at 3:00 p.m. and 7:00 p.m. The purpose of these meetings was to provide citizens with an opportunity to participate in a community planning process. Everyone interested in shaping the future of Centralia was invited to attend. About 75 people responded to this invitation.

The agenda for these meetings included reviewing a report of the results of the recent citizen survey, taken in the Fall of 1995. Every fifth (5th) utility holder received a letter and survey, along with a postage-paid envelope. The response rate was nearly 50 percent, which is considered to be a high rate of return. This suggests that citizens are very interested in their city and want their voice to be heard.

The survey asked citizens to rate the basic services provided by the city. They were also asked to rate a number of areas of city life as to their level of importance to them. This gave insights into the values held by citizens. Finally, citizens were asked to give their priorities for the future.

1. Reactions to Citizen Survey in Fall, 1995

   In general there was agreement about the survey results, and that they accurately reflected citizen feelings about city services. It was felt that future administrations of the survey could be made more useful if those completing the surveys would identify in which area of the city they reside, since there are different views in different areas of the city. Also, as to whether the person completing the survey owned or rented.

   It was noted that the survey was administered before the flood of February, 1996, and that the results might have been different after that event. People are more concerned now about taking actions which would reduce the chance of flooding in the future.

   There were some areas of community life which were not addressed adequately on the survey. These included:

   * Preservation of Historic Buildings
   * Development of Downtown
   * Cultural Presentations
   * Beautifying the City
   * Enforcement of Zoning
   * How to Pay for Needed Improvements

There was general agreement as to the value of the survey. Too often we hear from the vocal minority rather that the quiet majority. The survey was a sample of the views of the average person, who sees the city in a more positive light than those who seem to complain so loudly in public. It is felt that the priorities identified by citizens should be a guide to the City Council and city staff in future budget and goal setting.

2. Values – What is Important

The values identified by citizens in the survey were viewed as generally representative of what is important to citizens. Certainly education, safety, flood control, traffic flow, programs for youth, employment opportunities and improvement of public facilities are vital to any future planning effort.

Additional values noted were the importance of growth management for the future. Long term planning was seen as most important to the commercial development of the city. Beautification of the city was reinforced as a value. Old, rundown buildings need to be cleaned up and codes must be enforced by city staff. Historic preservation is seen as a value. The town has some wonderful historic structures which need to be preserved. The renovated train station is a new source of civic pride. Also seen as a value is an emphasis on the arts and culture.

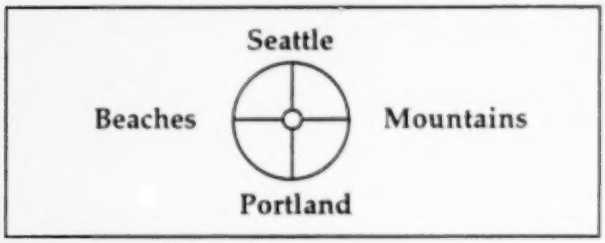
The third and final section of the report focused on creating a vision for the City of Centralia for the 21st Century. The priorities which citizens reported were all seen as worthwhile. The vision was given of a safe city with top quality education; well-maintained homes, businesses, streets and public areas; economic prosperity and excellent services; and civic pride and responsibility.

In order to create the desired future of the city it is important to be able to articulate that vision. Other cities and towns in the Northwest have decided what they want to become. Once articulated and understood it is easier to bring it about. Examples included Ashland, Oregon, which capitalized on the Shakespearean theme, and Leavenworth, Washington, which chose to develop the Alpine Village idea. So, what does Centralia want to be noted for? What are its most attractive features? Could these be expressed as a slogan. For example, as a result of the Chehalis 2000 Project the city adopted and uses a statement which expresses the values of the city: "Chehalis - a community working together to maintain a high quality of life."

Key points were made about the city of Centralia which might suggest a theme or slogan. Some ideas offered were as follows:

1. Location
   Centralia is seen as centrally located between metropolitan Seattle and Portland, the mountains and the sea. Words used to express this included:

   - The Center of the Northwest
   - The Hub City of the Northwest
   - The Center of it all
   - The Heart of the Northwest



   - All roads lead to Centralia
   - Centralia - The Hub City
   - The Center of the Northwest

2. Heritage and History
   The downtown should be cherished and restored. A visit to the 1890-1920s. A "Turn of the Century town." Words used to express this included:

   - Where New Meets Old
   - Yesteryears Preserved
   - Antiques and Outlets
   - Historic Centralia: Where Old Meets New
   - Turn of the Century City
   - The Historic Main Street of the Northwest

A report of the ideas discussed at the public meeting will be forwarded to the Citizens Advisory Board (CAB) and the City Council, and incorporated in city planning efforts.

The Public Planning Process, 1994-1996

The City of Centralia began the planning process for its preferred future at the January, 1994 City Council Retreat. During the Summer of 1994 a survey was conducted of business owners and representatives in the downtown area in order to gain the perspectives of this important sector of the community.

In Fall, 1995 a similar mail survey was conducted of residents in the community. Survey forms were sent out to every fifth (5th) utility holder in the city, and almost 50 percent of completed surveys were returned. Citizens were asked to evaluate basic services provided by the City. They were also asked to identify what was important to them in terms of values for their city. Finally, they were asked to look ahead toward the future, and to help create the elements of a vision for the City of Centralia in the 21st Century.

The results of the Centralia Community Survey were presented at two public meetings held at Centralia College on April 25, 1996. These results were validated by citizens and public officials in attendance. Eight focus groups added additional values and components to the vision for the city. On June 17, 1996, a report of the project was presented to the Citizens Advisory Board (CAB) which is developing the Comprehensive Plan for the City of Centralia. The final report was presented to the City Council at its meeting of June 25, 1996.

Everything that we see around us was created twice: once in the mind of its creators, and once in actual fact. All great human projects and products are the results of creative imagination, vision, planning, and implementation. The importance of vision in this process cannot be overstated.

The Vision Statement is the result of the 21st Century Visioning Project. More than 500 individual business and community members have been involved in this effort which has taken two years to complete. The ideas included here have resulted from one-on-one individual interviews, results of the mail survey, and the ideas of those who attended public meetings including interested citizens, city officials and staff.

It is recommended that the development of the Centralia Comprehensive Plan be guided by the values expressed by the community and the expectations contained in the Vision Statement.

Henry P. Kirk, Coordinator
Centralia 21st Century
Visioning Project

Appendix

A. The Centralia Business Survey – Summer, 1994

B. The Centralia Community Survey – Fall, 1995

C. Newspaper articles and related materials

Appendix A

The Centralia Business Survey - Summer, 1994

THE CENTRALIA BUSINESS SURVEY

☑ Retail Perspectives on Conducting Business in Centralia Today

☑ Creating a Vision for Business in the 21st Century

CENTRALIA
21st CENTURY
VISIONING PROJECT

BACKGROUND

The City of Centralia has initiated a public strategic planning project called Centralia in the 21st Century. The goals of this project are to evaluate current perceptions, identify strategic issues, and create a vision of a preferred future for the City of Centralia.

One strategic aspect of the City is its business community. To gain the perspectives and insights of Centralia's business owners and representatives, a survey was conducted during the summer of 1994. The survey was developed by Centralia College staff and students with assistance from business leaders including the Destination Centralia Marketing Association (DCMA) Board of Directors.

METHODOLOGY

The survey instrument was developed to gather retailers' current perspectives on doing business in Centralia. Retailers were also asked to suggest future improvements and help to create a vision for business in the 21st Century.

The survey team composed of Centralia College marketing management students conducted personal interviews in the Centralia business district, which encompasse the north/south corridor of Pearl and Tower between Chestnut and 6th, and the east/west corridor of Main Street/Harrison Avenue from Railroad Avenue to I-5.

Separate analyses were completed on responses from the downtown core of businesses and also the Main Street/Harrison corridor. Responses were similar. There were, however, some differences in perception, mainly in the areas of parking, safety, and some city services. The outlet malls were not included in the survey.

RESPONSE

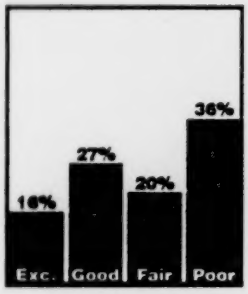
A total of **185** businesses were contacted by the survey team. Completed survey forms were received from **158** businesses, a response rate of **85%**. The results were tabulated and are reported on the pages which follow.

SECTION 1
DOING BUSINESS IN CENTRALIA—THE RETAILER'S PERSPECTIVE

Business representatives were asked to evaluate key factors related to doing business in the City of Centralia.

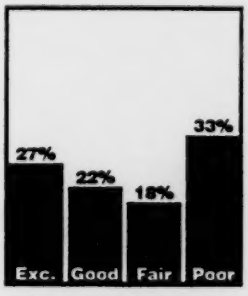
CUSTOMER PARKING

Business owners reported mixed views on the availability of adequate customer parking. Parking is seen as a more serious problem in the downtown core area, whereas parking is not seen as a problem in the Harrison Avenue area. Some businesses have parking for customers and employees, whereas many have no parking available. Strong concern was expressed that some business owners/employees were parking on the street, thus depriving customers of parking spots. Some felt the two-hour parking limit is not being enforced.



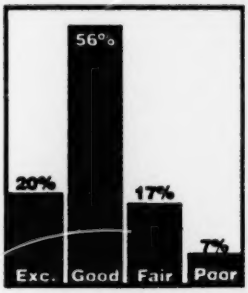
EMPLOYEE PARKING

Many see lack of employee parking as a definite problem, especially in the downtown core. Employees park on the street and deprive customers of parking. Some businesses provide employee parking, but it is used by others, taking parking spots from their intended use, i.e, employee and customer convenience. Many expressed concern over security and safety issues after dark.



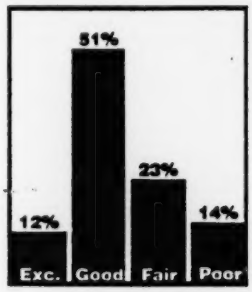
CUSTOMER SAFETY

Customer safety was viewed as good during the day. There were, however, some concerns raised about safety at night. Many felt that more police visibility (foot patrols, etc.), would improve customer safety. There was concern about the impact of tavern patrons in the downtown core. Most feel that overall, customer safety is not a problem in Centralia.



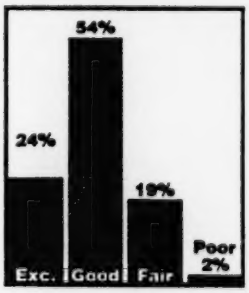
BUSINESS SAFETY

Most feel business safety is not a major problem. Concern was expressed about vandalism of facilities and of employees' cars, and the littering of parking lots and external areas during the evenings. There were reports of several incidents of theft. The perceived inability of police to deal with theft and illicit drug dealings after hours was seen as a problem.



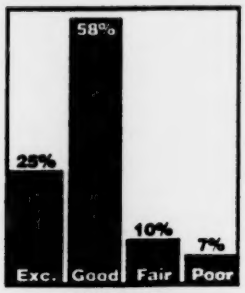
PUBLIC TRANSPORTATION

Many felt the bus/trolley service was good. Lack of knowledge about bus schedules and routes was seen as a problem. Some suggested extended hours of bus service. Bus stops should be more clearly designated.

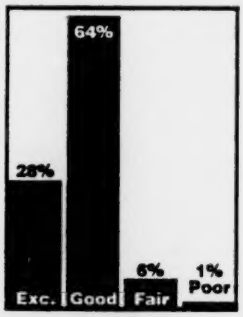


BASIC CITY SERVICES

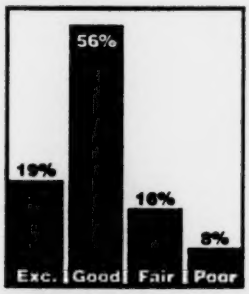
Basic services provided by the city were seen by retailers as generally good. There were, however, some concerns noted about street maintenance. The Police department was seen as understaffed. There is a need to increase downtown patrols. Some were concerned about perceived uncooperative attitudes of city staff. Concern was also expressed about water quality, high content of chlorine and minerals. City streets, parking lots, and sidewalks are dirty and need cleaning and maintenance. Garbage, water, and sewer rates are considered by some to be too high. City power department is seen as doing a good job. There is a need for better enforcement of building codes.



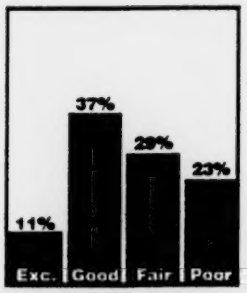
WATER



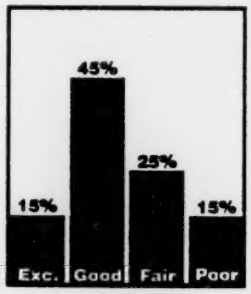
POWER



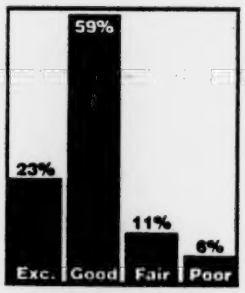
GARBAGE Collection



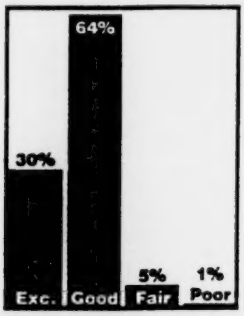
STREET Maintenance



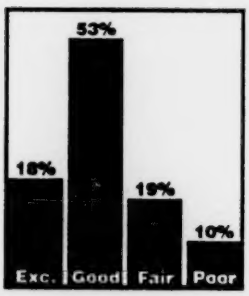
POLICE



City PARKS Maintenance



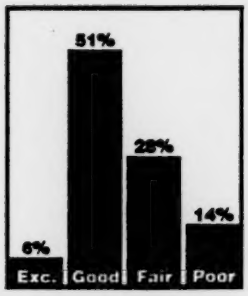
FIRE



BUILDING Codes

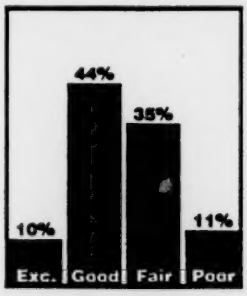
BUSINESS CLIMATE

The business climate is generally good; however, some negative attitudes still exist. Transients are seen as a problem. The concentration of taverns on north Tower is seen as a problem for business. There is a lack of coordinated marketing effort. There is a concern about businesses moving to the malls. Some success is being achieved in seeing Centralia as a destination market. The City needs to increase support to retailers.



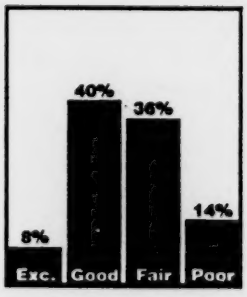
BUSINESS IMAGE

The business image of Centralia is mixed. There are not enough offerings for local residents, and many are oriented toward out of town customers. Local marketing efforts should emphasize downtown businesses. The downtown area needs to be refurbished and well maintained.



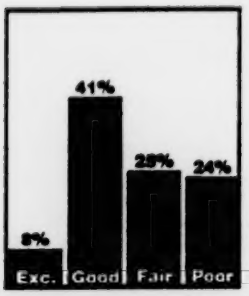
RANGE of BUSINESS and SERVICES

The businesses and services that need to be added include good clothing, shoe and department stores, more fine dining and computer support facilities, and in general, more variety downtown. Attractions for youth should be provided. Signage needs to be improved to encourage downtown shoppers.

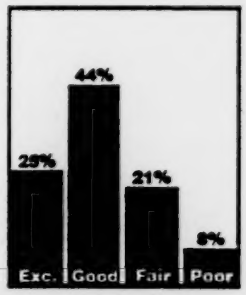


SERVICES PROVIDED by LOCAL BUSINESS ORGANIZATIONS

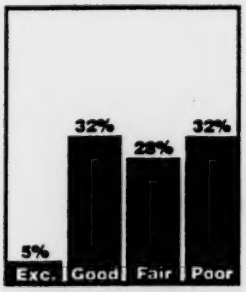
Local business organizations are making a positive difference, but more cooperation and teamwork is needed between organizations. Many businesses are unaware of the efforts underway. Goals and objectives of organizations should be clarified. Efforts should be intensified to build pride in Centralia.



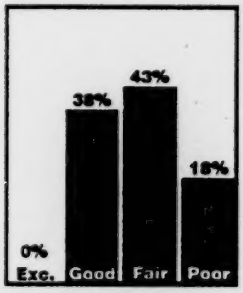
CHAMBER OF COMMERCE



DESTINATION CENTRALIA MARKETING ASSOCIATION



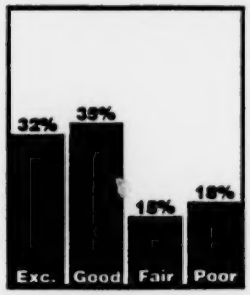
VISITORS & CONVENTION BUREAU



CENTRALIA BUSINESS & PROFESSIONAL

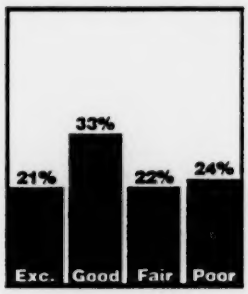
BENEFITS of OUTLET MALLS

Respondents feel that the outlet malls benefit the area by generating increased customer traffic for all businesses, and they increase tax revenues. Some are concerned that outlets have taken business from the downtown core, increased traffic congestion, and provided mostly low income jobs.



IMPACT of WAL-MART

There is a mixed reaction to the proposed Wal-Mart. Some fear it will have a negative impact on small retailers and provide only low wage jobs. It is seen as good for consumers, bad for competitors. Many businesses are already modifying marketing strategies. Businesses will have to adapt to stay alive.



EFFORT to IMPROVE BUSINESS CLIMATE

Long range planning is needed for the improvement of the business climate in Centralia. Current efforts are seen as helpful but lacking in focus, cooperation, and follow-through.

BUSINESS SUCCESS FACTORS

Good business practices include the development of a marketing plan, identification of target markets, use of educational resources, and new technologies. Survey responses showed the following:

☑ Marketing Plan

Only 29% of the respondents to the survey had a written plan. Of the respondents who did not have a written business plan, only 16% indicated they would like outside help in developing one. Many businesses were unaware that outside help in business planning and marketing is available from Centralia College.

☑ Identification of Target Markets

Many business owners/managers did not have a clear idea who comprises their target market. Some businesses recognized that they would benefit if they would identify targets and allocate resources to attract those markets.

☑ Use of College Resources

Forty-six percent (46%) of those responding indicated they had used some Centralia College services. Many of the respondents stated they were not aware of Centralia College services for businesses.

☑ Use of Computers

A majority of respondents (66%) indicated they did use some form of computer in their business. Of those using computers, most used IBM systems, except for four who used Macintosh (primarily for graphics). Very few of the businesses using computers were on any kind of network.

SECTION 2
CREATING A VISION FOR BUSINESS IN THE 21ST CENTURY

Business representatives were asked to think about the future and identify the improvements needed to bring about a preferred business environment. Their priorities, in order of importance, are as follows:

WELL MAINTAINED STREETS, PUBLIC AREAS, BUILDINGS

Top priority was given to improving the physical appearance of the city. Their vision includes well-maintained streets, public areas, and buildings.

ATTRACTIVE BUSINESS AND RESIDENTIAL BUILDINGS

Business and residential buildings in the city need to be rehabilitated and made to appear more attractive. This would present a better image of the city to visitors.

CENTRALIA SEEN AS A DESTINATION FOR SHOPPERS

Efforts need to be continued to actively promote Centralia as a destination point for business, pleasure, recreation and activities. Packages of services need to be developed to attract people to the area.

CONTINUED . . .

BROADEN ECONOMIC BASE

Every effort should be made to attract a wider variety of business and light industry, including manufacturing, wholesaling, and retailing operations.

ECONOMIC PROSPERITY OF AREA

Respondents believe that it is important that efforts continue to support and revitalize existing businesses and attract new businesses to the area.

EFFECTIVE MIX OF BUSINESSES

As new businesses are recruited to the area, care should be exercised to attract those businesses which will fill the gaps existing in local offerings.

CONTINUED . . .

ACCESSIBLE TRANSPORTATION

Respondents want to see a viable transportation system which offers consistent, reliable, and easily accessible public transportation.

RECREATIONAL FACILITIES/ACTIVITIES

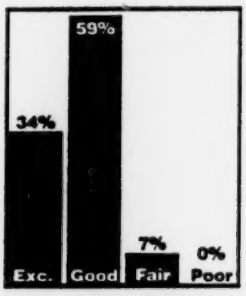
A wide variety of recreational facilities and activities will enhance the community for both residents and visitors.

DEVELOPING A THEME FOR THE CITY

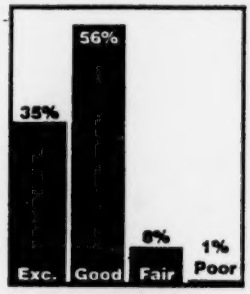
Community pride would be enhanced and visitors attracted by developing a theme for the City. Some favor capitalizing on our heritage as a thriving turn-of-the-century frontier city.

PROJECT EVALUATION

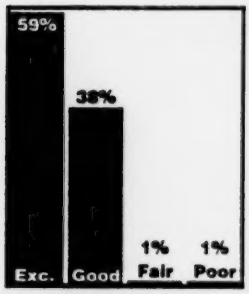
Respondents were asked to evaluate the survey instrument used in this project, the appropriateness of the questions asked, and the interviewers. The results show a positive response and many expressed appreciation to the city and the college for showing interest in the business community.



EVALUATION OF PROJECT



APPROPRIATE QUESTIONS?



INTERVIEWER

CONCLUSIONS and RECOMMENDATIONS

The Centralia Business Survey represents the views of a high percentage of business owners and representatives. The results present a clear picture of how business representatives feel about conducting business in the City of Centralia. Their evaluation of city services and conditions sends a strong message for action to the City Council and staff.

Business leaders are generally optimistic about the future of business in the years ahead. Highest priority is given to improving the appearance of public, business, and residential sectors to attract customers, visitors, and new residents/ businesses to the area. Such recommendations have implications for zoning, enforcement, rehabilitation, and beautification that will lead to an economically viable Centralia in the 21st Century.

BUSINESSES SURVEYED

ALLSTATE
ALOHA CHINESE
AMBIANCE
AMERICAN ANTIQUE
ANTIQUE MALL CAFE
APEX
ARTIQUE FRAMING AND GIFTS
AUTOGRAPHICS
AUTOPAINT
B.J.'S
BIRDWELL MOTORS
BLUE ROSE ANTIQUES
BOWMAN INSURANCE AGENCY
BRANDTS' SHOE HOSPITAL
BROWNING'S OF WASHINGTON
BURGER KING
BURGERVILLE
BUSTER'S BILLIARDS
C & R ELECTRIC MOTOR SERVICE
CALICO GOOSE
CAMPBELL CHRYSLER
CANINE COTTAGE
CARE AMBULANCE
CARL'S MARKET
CARPET WORLD
CARROLL'S PHOTOGRAPHY
CARROLL'S PRINTING
CASA RAMOS
CASCADE TAX SERVICE
CATTIN'S
CEN-CHE VACUUM & SEWING
CENT. GEN. AGENCIES, INC.
CENTER OF ATTENTION
CENTERVILLE
CENTRAL OFFICE PRODUCTS
CENTRALIA ANTIQUE MALL
CENTRALIA ANTIQUE MARKET
CENTRALIA AUTOMOTIVE SUPPLY
CENTRALIA BEAUTY COLLEGE
CENTRALIA CHIROPRACTIC CTR.
CENTRALIA FLOWER SHOP
CENTRALIA KNITTING MILLS INC.
CENTRALIA OFF-ROAD
CENTRALIA PHARMACY
CENTRALIA PRINTING
CENTRALIA SUPPLY
CIRCLE RENTS
COAST TO COAST
COBURN AUTO PARTS
COLLECTORS SHOWCASE
COMMON FOLK CO.
D. MAUERMAN FAMILY DENTIST
DANIELE'S FLORAL AND GIFTS
DIRECTIONS
DOGHOUSE TAVERN
DOROTHY'S GIFT SHOP
DR. BURGHARDT OPTOMETRIST
DR. LARRY KELLEY
DUFFY'S ANTIQUE MALL
ED BAKER ACCOUNTING
EDWARD B. JONES & CO.
EL AMIGO
EL RANCHO
ENBODY AND DUGAW
ENTERTAINMENT PLUS
EUBANKS
FASOULIS & ASSOC.
FERRYMAN'S INN
FOX THEATRE
FULLERS
GARY'S CORNER
GEIER GLOVE CO.
GEORGE MOHORIC, DDS
GIBSON HOUSE
GLATFELTER INSURANCE GROUP
GODFATHERS PIZZA
GOOD HEALTH NUTRITION CTR.
GRANDMAS PANTRY
GREGG'S AM/PM
HALLS DRUG
HIDDEN TREASURES
HORIZON PHOTO
HUCKLEBERRY BOOKS
HUNTLEY INN
IDEAL FOODS
INDEPENDENT PRINTING

IRRESISTIBLES
J & B MASTER JEWELERS
J GELDER AND ASSOCIATES
J N L BODY REPAIR
J BOB'S
JET STREAM TRAVEL
JEWELRY BOUTIQUE
JOE'S TAVERN
JUST WOOD FURNITURE
K&D SPORTS CARD AND VARIETY
K.F.C.
KELLOGG CLEANERS
KELLY'S BODY SHOP INC.
KEN SCHOENFELD FURNITURE
KEY BANK
KLINE & ASSOCIATES
LARRY'S CARS
LAW OFFICES OF J.M. CUNNINGHAM
LEDUC'S CHEVRON
LEE'S CAFE
LEWIS AND CLARK BARBER SHOP
LEWIS & CLARK REST. & LOUNGE
LEWIS CO. DISTRIBUTORS
MAIN BUSINESS SUPPLY
MANDARIN
MAXINE'S ANTIQUES
MCNALLY'S BARBER SHOP
MEDICINE SHOPPE
MIKES ELECTRONICS AND THINGS
MINIT-LUBE
MISS SHELLY'S
MOMMA ROTA'S
MUFFLERMAN
NATIONAL AUTO SUPPLY
NEWELL-HOERLING'S MORTUARY
NICHOLSON & ASSOC.
NORBERG HIZON AGENCY
NORTH FORK TIMBER CO.
NORTHWEST DELI-MART SHELL
NOVUS WINDSHIELD REPAIR
NYHOLM'S TV & APPLIANCE
OLSEN, ALTHAUSER, LAWLER LAW OFFICE
OLYMPIC CLUB
ONE HOUR PHOTO
ORCA BROADCASTING CORP.
OSBORNE AND STEWART
PA PA RAY'S CAFE
PIONEER WEST
PIZZA HUT
POWER SPORTS N.W.
Q'S COUNTRY SHOPPE
QUICK PAWN
RAINIER NISSAN MAZDA
REALTY WORLD
REICHERT'S MEATS
ROBINSON'S PLUMBING
ROYAL TRAVEL
RUTH'S TREASURE BOX
SAFEWAY
SALESKY'S JEWELERS
SCHUCK'S AUTO SUPPLY
SEAFIRST BANK
SHARI'S
SHIPPING ETC.
SISTERS ANTIQUES
SKIN PEOPLES TATTOO
SORENSEN'S DISTRIBUTING
STAR EXCHANGE
STERLING SAVINGS
T.C.S. ANSWERING SERVICE
T.J.'S
THE ART SHOP
THE COMMENTARY
THE GUIDE & CLASSIFIED
THE TACK ROOM
THE VACUUM SHOP
THORBECKS FITNESS CENTERS
TIGER'S DEN
TOAD'S AUTOMOTIVE
TOWER TAVERN
TWIN CITIES PIZZA INC.
UP THE CREEK ANTIQUES
VIRGIL R. LEE & SONS, INC.
WASH. STATE LIQUOR STORE
WENDY'S
WEST COAST MUTUAL SAVINGS BANK
WEST COAST OIL
WILLIE'S SPORT SHOP

CREDITS

During the summer of 1994, students of the Centralia College's Marketing Management Training Program conducted a survey of the local Centralia business community as part of the "Centralia 21st Century Visioning Project," This was done under the general direction of **Dr. Hank Kirk**, President of Centralia College.

This survey was conducted under the guidance of **Bob Leingang**, Centralia College Marketing Management Instructor. The members of the survey team included:

Mike Painter (Team Leader)
Curt Guth
Van Musick
Joyce Tennant.

Appreciation is expressed to the Destination Centralia Marketing Association Board:

Missy Buzzard
Kathryn Hagen
Katheye Henry
Dolores Hoel
Bob Leingang
Jack Newman
Rick Schnatterly
Robert Wright

Others who were of great assistance included **John Regan, Dan Duffy**, and **Fred Rider**. Special thanks to **Kathy Brooks** for computer instruction and assistance in the preparation of this report.

Finally, thanks are extended to the busy business owners and representatives who took time out of their own schedules to participate in the Centralia Business Survey.

Appendix B

The Centralia Community Survey - Fall, 1995

CENTRALIA
21ST CENTURY
Visioning Project

Community Survey

Your city is developing a strategic planning process to guide City Council decisions in the future. An important part of this effort is to obtain your evaluation of present city services and your priorities for Centralia into the next century.

You have been selected to receive this survey as one of a sample of households in the Centralia area. Therefore, it is very important that we receive your responses. You should be able to complete this survey in less than 10 minutes. Your answers to questions are strictly confidential, and will be reported anonymously along with the opinions of others.

Please complete the survey and return it as soon as possible in the enclosed envelope. Your opinion and ideas are important. Thank you in advance for your assistance with this project.

Basic City Services

How would you rate the present city services? (*please circle*)

		poor	fair	good	excellent	*leave blank*
A.	**Utilities**:					
1.	power	1	2	3	4	1. ____
2.	water supply	1	2	3	4	2. ____
3.	sewer service	1	2	3	4	3. ____
4.	storm water drainage	1	2	3	4	4. ____
5.	garbage collection	1	2	3	4	5. ____
B.	**Streets and transportation**:					
6.	street lighting	1	2	3	4	6. ____
7.	street maintenance	1	2	3	4	7. ____
8.	traffic control signals	1	2	3	4	8. ____
9.	sidewalks	1	2	3	4	9. ____
10.	street cleaning	1	2	3	4	10. ____
11.	availability of parking	1	2	3	4	11. ____
12.	public transportation	1	2	3	4	12. ____

How would you rate the present city services? (*please circle*)

	poor	fair	good	excellent	*leave blank*
C. Public safety:					
13. Fire Department	1	2	3	4	13. ____
14. Police Department	1	2	3	4	14. ____
15. medical emergency response	1	2	3	4	15. ____
16. traffic enforcement	1	2	3	4	16. ____
17. animal enforcement	1	2	3	4	17. ____
18. municipal court	1	2	3	4	18. ____
D. Housing:					
19. availability of single-family housing	1	2	3	4	19. ____
20. availability of multiple-family housing	1	2	3	4	20. ____
21. general quality of housing	1	2	3	4	21. ____
22. cost of housing	1	2	3	4	22. ____
E. Planning and business services:					
23. building permits	1	2	3	4	23. ____
24. city planning services	1	2	3	4	24. ____
F. City information:					
25. accessibility of City Council	1	2	3	4	25. ____
26. contacts with city staff	1	2	3	4	26. ____
27. availability of city information	1	2	3	4	27. ____
G. Services for Citizens:					
28. Library	1	2	3	4	28. ____
29. city parks	1	2	3	4	29. ____
30. recreation programs	1	2	3	4	30. ____
31. availability of shopping	1	2	3	4	31. ____
H. Community Image:					
32. general appearance	1	2	3	4	32. ____
33. residential areas	1	2	3	4	33. ____

Values

Please answer the following questions by indicating their level of importance to you. (*please circle*)

How important are the following:	not impt.	some impt.	important	very impt.	*leave blank*
34. increase employment opportunities	1	2	3	4	34. ____
35. flood control	1	2	3	4	35. ____
36. 24-hour police station	1	2	3	4	36. ____
37. improving roads	1	2	3	4	37. ____
38. availability housing	1	2	3	4	38. ____
39. preservation of wetlands, streams	1	2	3	4	39. ____
40. public services to citizens	1	2	3	4	40. ____
41. public facilities - parks, recreation	1	2	3	4	41. ____
42. convention center facilities	1	2	3	4	42. ____
43. a freeway interchange north of Reynolds Road	1	2	3	4	43. ____
44. improving city traffic flow	1	2	3	4	44. ____
45. Borst Lake clean-up	1	2	3	4	45. ____
46. regional approach to public services	1	2	3	4	46. ____
47. building code enforcement	1	2	3	4	47. ____
48. appearance of City from I-5	1	2	3	4	48. ____
49. encouraging growth in the City	1	2	3	4	49. ____
50. adequate parking for shopping	1	2	3	4	50. ____
51. programs for seniors	1	2	3	4	51. ____
52. programs for youths	1	2	3	4	52. ____
53. excellent educational system	1	2	3	4	53. ____
54. city appearance from R.R. tracks	1	2	3	4	54. ____

Vision

Creating a vision for Centralia for the 21st Century. What are your top priorities? (*please circle by level of importance*)

How important are the following:	not impt.	some impt.	important	very impt.	*leave blank*
55. economic prosperity of area	1	2	3	4	55. ____
56. broaden economic base	1	2	3	4	56. ____
57. Centralia seen as destination for shoppers	1	2	3	4	57. ____
58. accessible transportation	1	2	3	4	58. ____

Creating a vision for Centralia for the 21st Century. What are your top priorities? (*please circle by level of importance*)

	How important are the following:	**not impt.**	**some impt.**	**important**	**very impt.**	*leave blank*
59.	attractive buildings - business/ residential	1	2	3	4	59. ____
60.	well maintained streets, public areas	1	2	3	4	60. ____
61.	broad range of recreational programs, facilities	1	2	3	4	61. ____
62.	safety for citizens, visitors	1	2	3	4	62. ____
63.	excellent health care available	1	2	3	4	63. ____
64.	top quality educational programs ..	1	2	3	4	64. ____
65.	civic pride and responsibility	1	2	3	4	65. ____

- **Now, please go back to questions #55-65 and circle your top four priorities.**

Your comments

- **Finally - any additional comments or suggestions about the ideal Centralia you would like the City to become?**

- **And, any ideas you have as to ways to bring it about.**

Thanks so much for your assistance. Your views are important to us!

Please return this survey by November 17, 1995, to:

Terry Calkins
Community Development Director
Centralia City Hall
P.O. Box 609
Centralia, WA 98531

THE CENTRALIA COMMUNITY SURVEY

- ☑ Community Perspectives on Basic City Services
- ☑ What Citizens Value in Their Community
- ☑ Creating a Vision for Centralia in the 21st Century

CENTRALIA
21st CENTURY
VISIONING PROJECT

BACKGROUND

The City of Centralia has initiated a public strategic planning project called Centralia in the 21st Century. The goals of this project are to evaluate current perceptions, identify strategic issues, and create a vision of a preferred future for the City of Centralia.

During the summer and fall of 1994, a survey was developed to gain the perspectives and insights of owners and representatives of the Centralia business community. The results of that survey have been very helpful in understanding the viewpoints of this important sector of the community.

METHODOLOGY

The survey instrument developed to gain perspectives from the business representatives noted above, was modified for use in gathering perspectives from residents of Centralia. This survey form asked residents to rate the present services provided by the city. It also asked about certain values held by citizens and their priorities in creating a vision for Centralia in the 21st Century.

In November 1995 survey forms and an explanatory letter were mailed to a random group of approximately 700 Centralia residents. Every fifth (5th) Centralia utility holder received the letter and survey, along with a postage-paid envelope.

RESPONSE

A total of 348 completed surveys were returned, for a response rate of near fifty percent. This is an exceptionally high rate of return for a survey of this kind with no follow-up. The results were tabulated in January 1996 and are reported on the pages which follow.

PRESENTATIONS

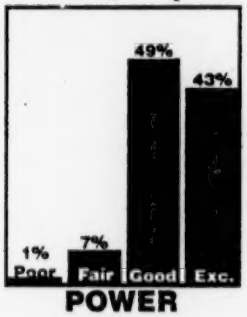
A draft of this report was presented to the City Council at its planning retreat on January 20, 1996. The final report was presented to the public on April 25, 1996.

SECTION 1
COMMUNITY PERSPECTIVES ON BASIC CITY SERVICES

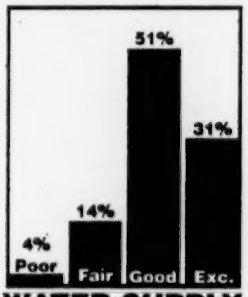
Community members were asked to evaluate the basic services provided by the city. The results are presented in bar graph form, based on percentage of responses in each category.

☑ UTILITIES

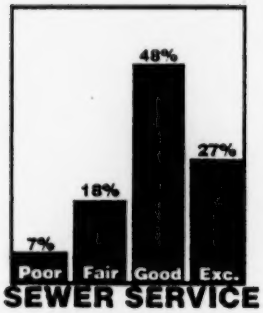
- Power, water, sewer, and garbage collection services were generally rated good or excellent.
- Storm water drainage, on the other hand, was seen as fair or poor.



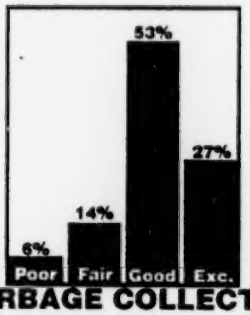
POWER



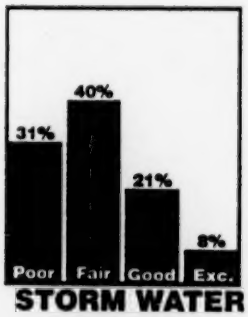
WATER SUPPLY



SEWER SERVICE



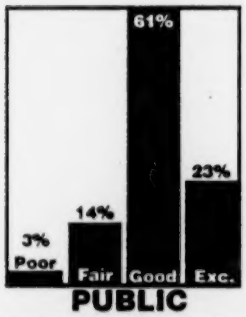
GARBAGE COLLECTION



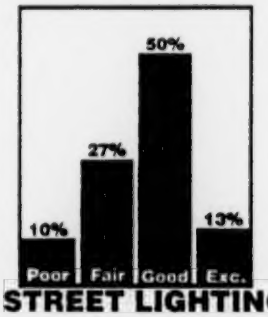
STORM WATER DRAINAGE

☑ STREET AND TRANSPORTATION

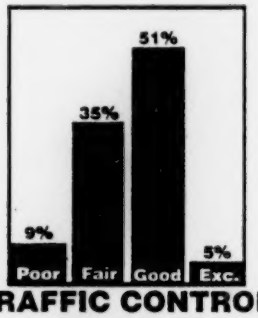
- Public transportation received generally high marks from citizens, as did street lighting, traffic control signals, street cleaning, and the availability of parking.
- Street and sidewalk maintenance, however, received mostly fair or good ratings.



PUBLIC TRANSPORTATION

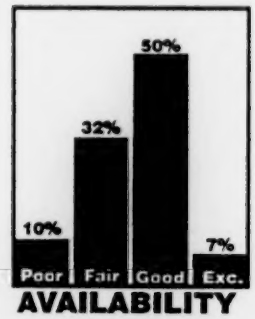


STREET LIGHTING



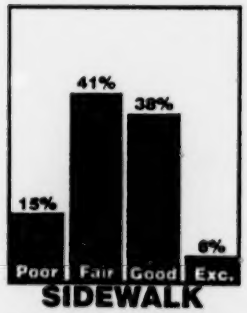
TRAFFIC CONTROL SIGNALS

STREET CLEANING



AVAILABILITY OF PARKING

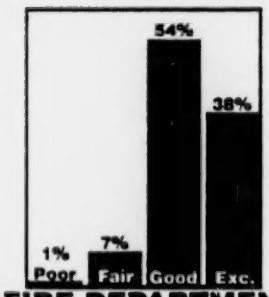
STREET MAINTENANCE



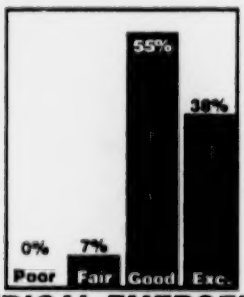
SIDEWALK MAINTENANCE

☑ PUBLIC SAFETY

- The fire department and medical emergency response services received mostly good or excellent ratings.
- Police service, traffic enforcement, and municipal court were seen as mostly good or fair.
- Animal enforcement received lower ratings than other categories.



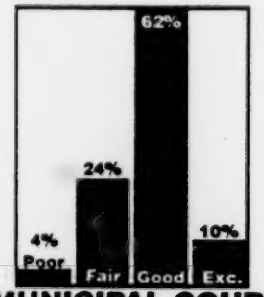
FIRE DEPARTMENT



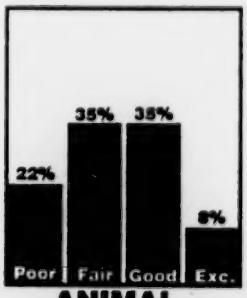
MEDICAL EMERGENCY RESPONSE

POLICE SERVICE

TRAFFIC ENFORCEMENT



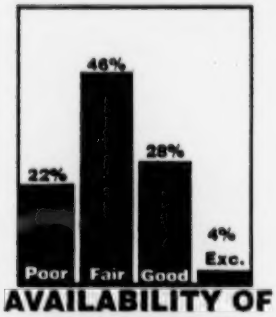
MUNICIPAL COURT



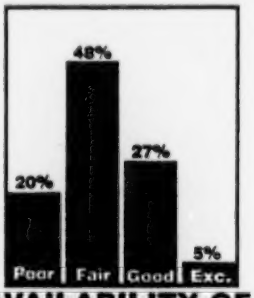
ANIMAL ENFORCEMENT

☑ HOUSING

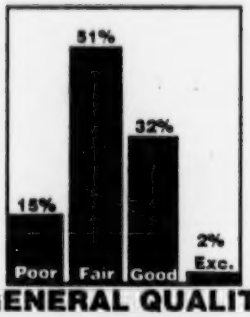
- Citizens rate the availability of single and multiple family housing and the general quality and cost of housing as fair.



AVAILABILITY OF SINGLE-FAMILY HOUSING



AVAILABILITY OF MULTIPLE-FAMILY HOUSING

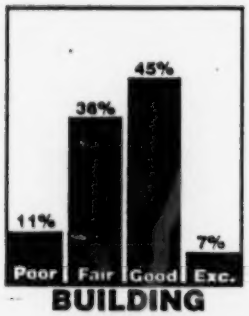


GENERAL QUALITY OF HOUSING

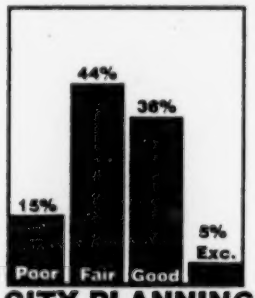
COST OF HOUSING

☑ PLANNING AND BUSINESS SERVICES

- Building permits and city planning services are rated as good to fair.



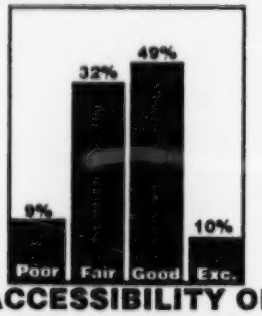
BUILDING PERMITS



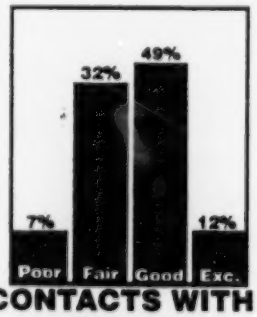
CITY PLANNING SERVICES

☑ CITY INFORMATION

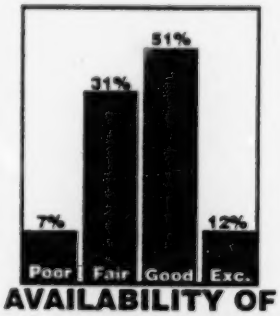
- City Council members are generally seen as accessible to citizens and contacts with city staff mostly good. City information is also seen as generally available.



ACCESSIBILITY OF CITY COUNCIL



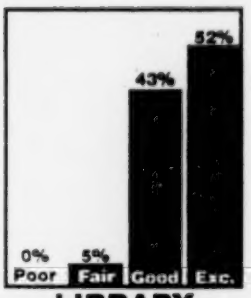
CONTACTS WITH CITY STAFF



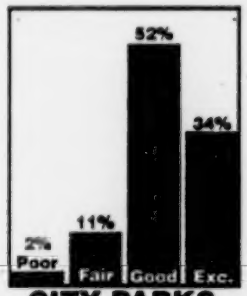
AVAILABILITY OF CITY INFORMATION

☑ SERVICES FOR CITIZENS

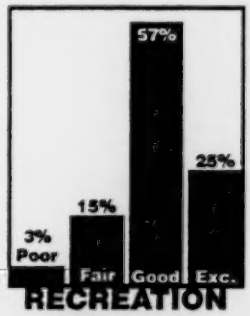
- Very high marks were given to the city library, city parks and recreation programs.
- Shopping availability is also seen as high.



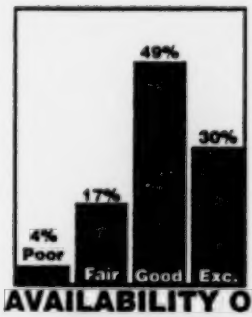
LIBRARY



CITY PARKS



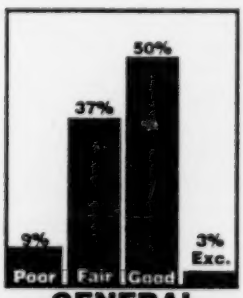
RECREATION PROGRAMS



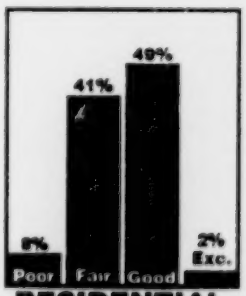
AVAILABILITY OF SHOPPING

☑ COMMUNITY IMAGE

- About half of citizens see the general appearance of the community and residential areas as good. A significant number also rate these factors as fair or poor.



GENERAL APPEARANCE



RESIDENTIAL AREAS

SECTION 2
VALUES: WHAT IS IMPORTANT TO CITIZENS

Citizens were asked to rate a number of areas according to their level of importance to them. This rating method gives insights into values held by citizens

VERY IMPORTANT

- Excellent educational system
- 24-hour police station
- Flood Control
- Improving city traffic flow
- Programs for youth
- Increasing employment opportunities
- Freeway interchange north of Reynolds Road

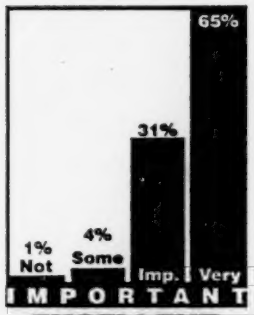
IMPORTANT

- Improving Roads
- Public facilities - parks and recreation
- Adequate parking for shopping
- Public services to citizens
- Programs for seniors
- Availability of housing
- Building code enforcement
- Appearance of city from I-5
- Regional approach to public services
- City appearance from railroad tracks
- Encouraging growth in the city
- Borst Lake cleanup

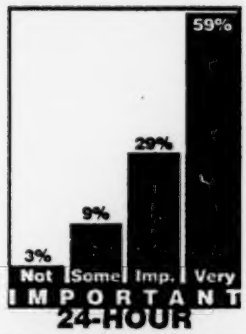
ALSO IMPORTANT

- Preservation of wetlands, streams
- Convention Center facilities

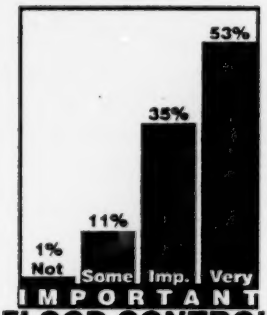
VERY IMPORTANT



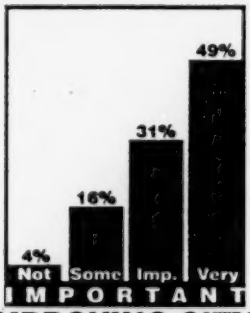
EXCELLENT EDUCATION SYSTEM



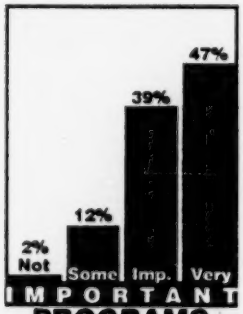
24-HOUR POLICE STATION



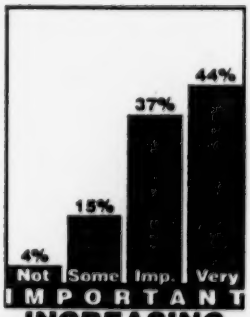
FLOOD CONTROL



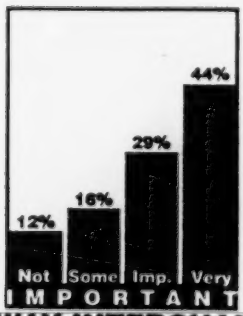
IMPROVING CITY TRAFFIC FLOW



PROGRAMS FOR YOUTH

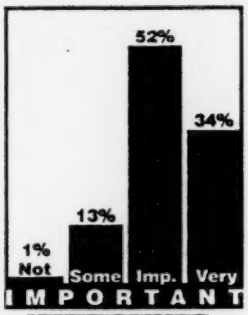


INCREASING EMPLOYMENT OPPORTUNITIES

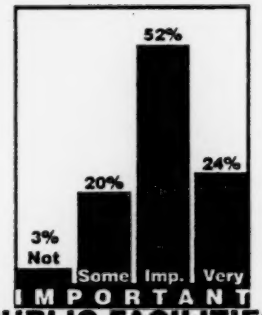


FREEWAY INTERCHANGE NORTH OF REYNOLDS ROAD

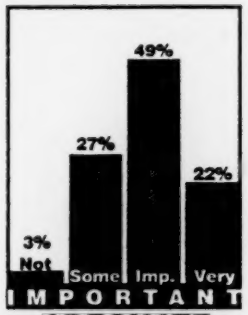
IMPORTANT



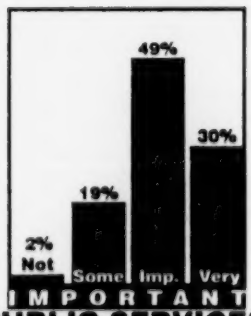
IMPROVING ROADS



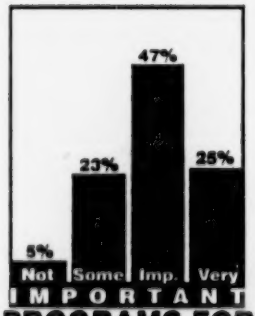
PUBLIC FACILITIES PARKS AND RECREATION



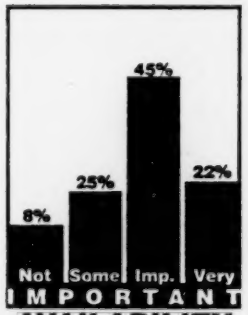
ADEQUATE PARKING FOR SHOPPING



PUBLIC SERVICES TO CITIZENS



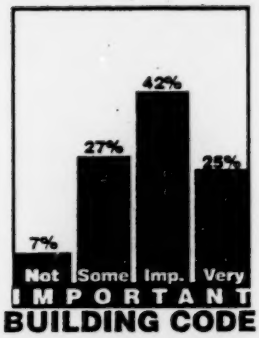
PROGRAMS FOR SENIORS



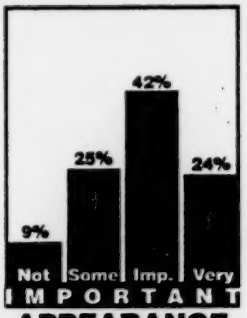
AVAILABILITY OF HOUSING

CONTINUED...

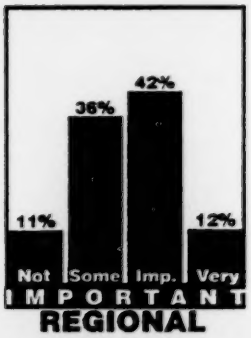
IMPORTANT CONTINUED



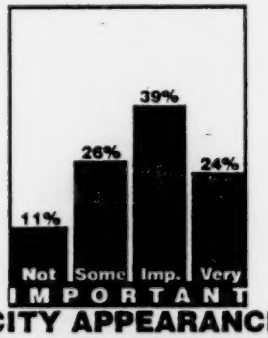
BUILDING CODE ENFORCEMENT



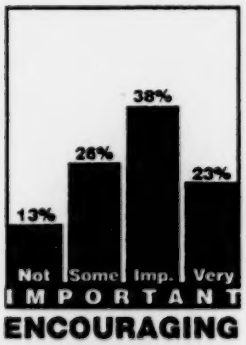
APPEARANCE OF CITY FROM I-5



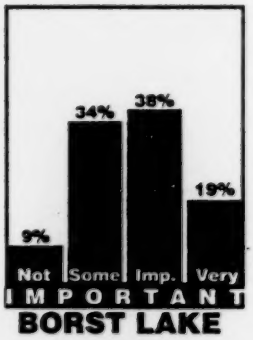
REGIONAL APPROACH TO PUBLIC SERVICES



CITY APPEARANCE FROM RAILROAD TRACKS

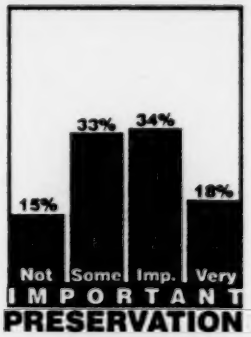


ENCOURAGING GROWTH IN THE CITY

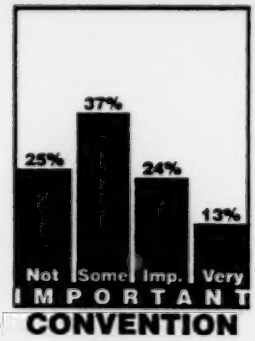


BORST LAKE CLEANUP

ALSO IMPORTANT



PRESERVATION OF WETLANDS, STREAMS



CONVENTION CENTER FACILITIES

SECTION 3
CREATING A VISION FOR CENTRALIA IN THE 21ST CENTURY

As citizens look ahead into the future, their vision for Centralia includes the following priorities:

TOP PRIORITIES

- Safety for citizens and visitors
- Top quality educational programs
- Well-maintained streets, public areas
- Economic prosperity of area

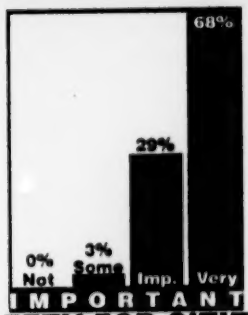
VERY IMPORTANT PRIORITIES

- Excellent health care
- Civic pride and responsibility

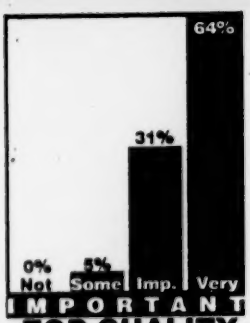
IMPORTANT

- Attractive buildings - business/residential
- Broad range of recreational programs/facilities
- Accessible transportation
- Broaden economic base
- Centralia seen as a destination for shoppers

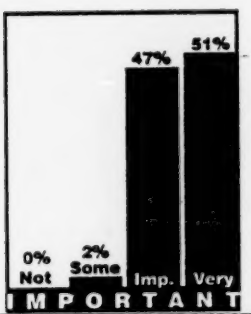
TOP PRIORITIES



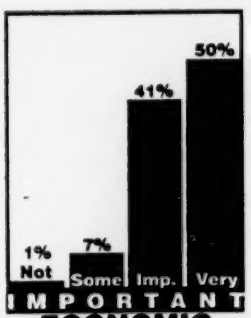
SAFETY FOR CITIZENS AND VISITORS



TOP QUALITY EDUCATIONAL PROGRAMS

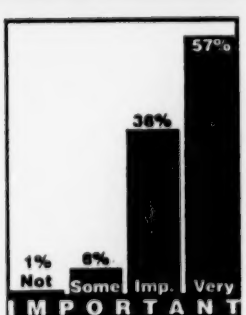


WELL-MAINTAINED STREETS, PUBLIC AREAS

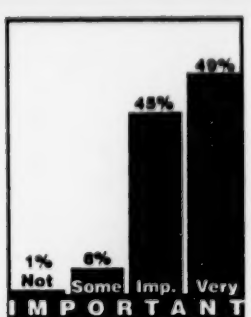


ECONOMIC PROSPERITY OF AREA

VERY IMPORTANT PRIORITIES

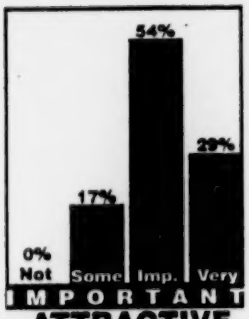


EXCELLENT HEALTH CARE

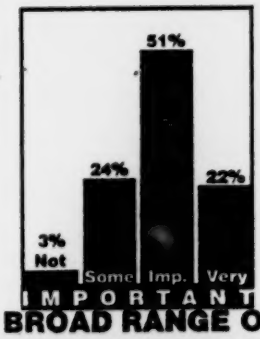


CIVIC PRIDE AND RESPONSIBILITY

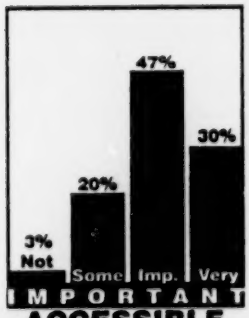
IMPORTANT PRIORITIES



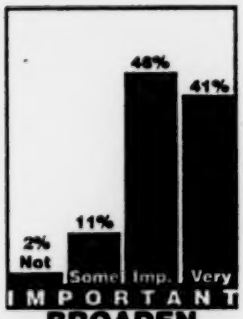
ATTRACTIVE BUILDINGS BUSINESS/RESIDENTIAL



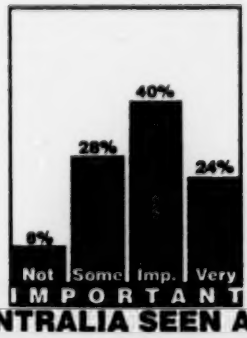
BROAD RANGE OF RECREATIONAL PROGRAMS/FACILITIES



ACCESSIBLE TRANSPORTATION



BROADEN ECONOMIC BASE



CENTRALIA SEEN AS A DESTINATION FOR SHOPPERS

CONCLUSIONS and RECOMMENDATIONS

The Centralia Community Survey represents the views of a sample of Centralia residents. It presents a picture of how those citizens evaluate city services as well as their value and vision for the future of the city.

These results show that citizens are vitally concerned about their city. They are generally pleased with the services provided by their city and have definite ideas about their priorities and desires for Centralia in the 21st Century.

These findings are presented to the City Council, City Staff, and general public with the recommendations that they be carefully considered and evaluated and utilized in city planning for the future.

Henry P. Kirk
Project Director
April 25, 1996

CREDITS

This survey was made possible through the efforts of many individuals. The design of the instrument was developed by Dr. Henry P. Kirk in consultation with Michael Aippersbach, City Consultant, and Craig Nelson, Centralia City Manager.

Mailing preparation and compilation of data from completed surveys was done by Flossie Heymann and V'Ann Connors. Printing was done by Lynette Greenwood and her staff. The final report was prepared by Kathy Brooks.

Appreciation is also expressed to Terry Calkins, Phyllis Brown, and Sue Sherwood of the City of Centralia for providing labels, envelopes, postage and collection of surveys.

The entire project was authorized by the Centralia City Council. Present members include:

Pete Corwin, Mayor
Jessie Brunswig, Mayor Pro-Tem
Dale Anderson
Joyce Barnes
Bill Moeller
Carol Lee Neely
Vondean Thompson

Appendix C

Newspaper articles and related materials

Public Meeting on Centralia's Future

Everyone interested in the Future of the City of Centralia
is invited to participate in a community planning process.

- ☑ Learn the results of the Centralia Citizen Opinion Survey
- ☑ Interact with Community Leaders
- ☑ Develop a vision for Centralia's future

Thursday April 25, 1996

attend either session

afternoon: 3:00 - 4:30 PM

evening: 7:00 - 8:30 PM

Centralia College Cafeteria

CENTRALIA
21st CENTURY
VISIONING PROJECT

Take advantage of this opportunity help envision the "preferred future" for the City of Centralia

Public Meetings on Centralia's Future
Thursday, April 25, 1996

Participants

- Afternoon 3:00-4:30 p.m.

Name	Representing
Dr. Hank Kirk	Centralia College
Mary Dickinson	Centralia
Oliver Dickinson	Centralia
Bill Cummings	City of Centralia, Light Dept.
Dale Anderson	City of Centralia Council
John Henderer	The Chronicle
Carmen E. Hummel	Express Personnel Services
Maxi Hummel	myself
Richard DeBolt	The Chamber
Brian Thompson	Cand. Lewis Co. Comm. Dist. 1
Tom Adams	Centralia Personnel Office
Dana B. Murphy	Acting Fire Chief
Audi Marquer	City of Centralia
Shannon M. Murphy	Asst. City Atty., City of Centralia
J.R. McGee	myself
Jerry Finley	Hillview Terrace Apartments
Dan Vanderkolk	self
Ed Smethers	self
Bonnie Canaday	Centralia Park-Board of Adj.
Joyce Barnes	City Council
Terry Calkins	Centralia Staff
Sean Murphy	Coldwell Banker (Kline)
George McClendon	Coldwell Banker/Kline Real Estate
Mark Griffin	Centralia Staff
Jan Stemkoski	Centralia Staff
Dick Southworth	Centralia Staff
Joanna Toothaker	citizen
Alier Dawn	citizen
Michael Aippersbach	Planning Consultant
Ted Sprague	Lewis County E.D.C.
Dennis Calkins	City of Centralia and Durgin Calkins & Homes
Vondean Thompson	City of Centralia, Council
Dan Duffy	Duffy's Antique Mall & Apts. etc.
Art Lehman	Port of Centralia
J.D. Fouts	City of Centralia - Parks & Rec.
Frances Nugent	Historic Preservation Commission
Dennis Waller	The Chronicle
John Regan	Centralia Factory Outlet Ctr.
Carroll Hill	Concerned CCTV
Randall Johnson	CCTV

• Evening 7:00-8:30 p.m.

Name	Representing
Pete Corwin	Mayor, City of Centralia
Dr. Hank Kirk	Centralia College
Toni Breckel	Centralia Police Dept.
Brian Thompson	County Comm. Cand. Dist. 1
Peter Lahmann	homeowner
Ralph & Faye Huntington	homeowner
Arlene Little	Brian Thompson, County Comm. Dist. 1
Jon Hartley	Hidden Treasures/CC student
Michael Garland	Reliable Enterprises/Centralia B&P
Carol Lee Neely	Centralia City Council
Denise Lahmann	resident
Jessie Brunswig	Centralia City Council
Alec Bowman	Centralia
Phillis Ritter	Centralia
Bill Ritter	Centralia
Terry Calkins	Centralia Staff
Leon Bowman	resident
Craig Nelson	Centralia
Charlotte Danforth	Centralia
Helen Bing	Centralia
Bill Moeller	Centralia Council

Due to copyright restrictions, the following five pages have been removed. These pages included the following articles:

Article one: "Citizen involvement needed in planning", The Chronicle, Centralia/ Chehalis, Washington, June 25, 1994.

Article two: "In search of a vision for Centralia", The Chronicle, Centralia/ Chehalis, Washington, June 20, 1994.

Article three: "City will outline its options for future", The Chronicle, April 24, 1996.

Article four: "Citizens urged to attend events on city, flooding", The Chronicle, Washington, April 24, 1996.

Article five: "Committee plans for the future of Centralia", The Chronicle, Washington, April 26, 1996.

BEST COPY AVAILABLE